



## Counties sought to host 2018 Alice in Dairyland Finals

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**Media Contacts: Rick Hummell, 608-224-5041 [richard.hummell@wi.gov](mailto:richard.hummell@wi.gov)  
or Bill Cosh, Communications Director, 608-224-5020 [William2.Cosh@wi.gov](mailto:William2.Cosh@wi.gov)**

MADISON – Organizations interested in promoting their county's agriculture industry and other businesses are encouraged to consider hosting the 71<sup>st</sup> Alice in Dairyland Finals in May, 2018.

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is accepting bids from a Wisconsin county or counties to host the event. Local economic development organizations and agriculture promotional organizations are encouraged to consider this opportunity to welcome to their county visitors and media professionals from around the state.

Each year, a different county hosts the Alice in Dairyland selection. The planning process begins at least a year in advance, including scheduling the current Alice to attend events in the county monthly to promote the finals and learn more about the impact of agriculture on that county. In mid-March, the host county holds a press conference to officially announce the top candidates for the position of 71<sup>st</sup> Alice in Dairyland. The hosting process culminates in a three-day Finals event in which the new Alice is selected.

During these three days, the top candidates tour agribusinesses, give interviews with local media, hold a discussion panel for the public and finish with the Finale event in which a new Alice is selected. The discussion panel and Finale events are open to the public as ticketed events and include opportunities to showcase local businesses, agri-tourism and other county highlights.

"Our partnership with the Alice in Dairyland program has been an enjoyable and rewarding experience. We have been able to showcase Dodge County agriculture with the help of Teyanna Loether, the 68<sup>th</sup> Alice in Dairyland during 2015-16, and hosting the 69<sup>th</sup> Alice in Dairyland finals has provided an opportunity for our local agricultural community to work together as a team," said Robert Kaiser, co-chair of the 2016 Alice in Dairyland Finals Steering Committee. "This team effort extended beyond members of our various Alice in Dairyland Committees and included the many businesses that support agriculture in Dodge and surrounding counties."

Alice in Dairyland is a communications professional whose main focus is to educate the public about Wisconsin agriculture. This year's selection of the 69<sup>th</sup> Alice in Dairyland take place May 5-7 in Dodge County.

Learn more or download an RFP at [http://datcp.wi.gov/Business/Alice\\_in\\_Dairyland](http://datcp.wi.gov/Business/Alice_in_Dairyland) or by contacting Alice in Dairyland Manager Becky Paris at 608-224-5115 or [Rebecca.paris@wisconsin.gov](mailto:Rebecca.paris@wisconsin.gov).

Proposals are due by May 31, 2016. Submitted proposals may also be considered for 2019 and 2020 host county selection.

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